



Top Employers for Canadians Over 50

**TUESDAY
MAY 18, 2010**

**AD CLOSE:
MAY 4**

**AD MATERIAL:
MAY 11**



Since 2001, the editors of Canada's Top 100 Employers have published an annual list of the best workplaces for older Canadians. These employers are Canada's leaders in creating special programs and benefits for employees over 50 years of age and are attracting older workers who are interested in these special initiatives.

The competition is managed by the editorial team at *Canada's Top 100 Employers* in partnership with The Globe and Mail. The Globe and Mail is the exclusive newspaper partner on this year's project and will announce the 2010 winners of the *Top Employers for Canadians Over 50* competitions in a special national newspaper report on May 18th.

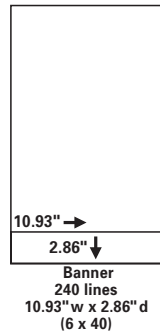
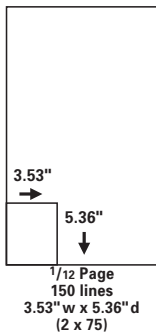
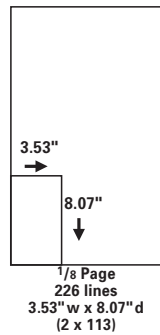
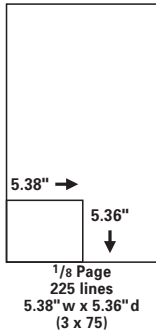
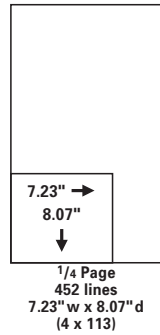
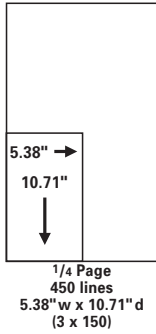
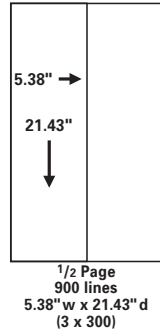
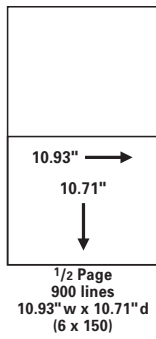
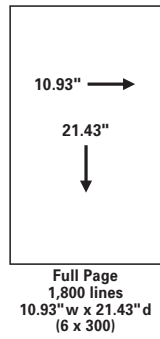
Within this exclusive report, The Globe and Mail will deliver stories that bring these employers to life, providing readers with detailed analysis, interviews and background on how these organizations lead the nation in creating diverse and motivating workplaces for Canadians over 50.

Selection Process

Employer are evaluated by the editors of Canada's Top 100 Employers in terms of whether:

- (1) they offer interesting programs designed to assist older workers;
- (2) they actively recruit new workers aged 50 years or older;
- (3) their HR policies take into account the unique concerns of older workers;
- (4) they offer a pension plan with reasonable employer contributions;
- (5) they assist older employees with retirement and succession planning;
- (6) they create opportunities for retirees to stay socially connected;
- (7) they extend health coverage and similar benefits to employees after retirement; and
- (8) whether they offer any programs such as mentorship and phased-in retirement.

TOP EMPLOYERS FOR CANADIANS OVER 50



**General Advertising Rates
Monday to Friday**

Contract Level	Gross
	National
Transient	\$45.84
\$25,000	38.96
\$50,000	37.81
\$100,000	36.67
\$150,000	35.52
\$250,000	34.38
\$350,000	33.00
\$500,000	31.62
\$750,000	30.24
\$1,000,000	28.88
\$1,500,000	27.51
\$2,000,000	26.13
\$2,500,000	24.76

Colour Charge \$10,083

Distribution National Edition

Mechanical Specifications

Number of Columns: 6
Column width: 1.69"
Column depth: 300 modular agate lines for full page ads (1,800 lines per 6 column page).

Column Measurements

1 column	1.69"
2 columns	3.53"
3 columns	5.38"
4 columns	7.23"
5 columns	9.09"
6 columns	10.93"

Full Page Sizes

Full column depth: 300 modular agate lines, (1,800 lines per 6 column page).
Single full-page: 10.93" w x 21.43" d without folio.
Double Truck page: 22.91" w x 21.43" d without folio.
Gateway ads: Please contact your account manager for dimensions.

Material Specifications

- 100 lines per inch.
- Print resolution of 200 dots per inch.
- Minimum highlight dot: 3%.
- Maximum highlight dot: 90%.

Electronic Delivery:

- AdForward website. (adforward.globeandmail.ca) – preferred.
- ftp site (adftp.globeandmail.ca).

File Formats:

- High resolution PDF – preferred.
- High resolution EPS with fonts embedded.
- Native Quark or InDesign files with fonts and images.
- A proof of the material, whether for colour or black and white ads, must accompany ALL ad submissions, including electronic delivery.
- For a complete ad specification book and for quality guidelines, please visit adforward.globeandmail.ca.

FOR COMPLETE INFORMATION AND TO BOOK YOUR ADVERTISING SPACE, PLEASE CONTACT YOUR GLOBE AND MAIL REPRESENTATIVE OR:

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EASTERN CANADA (Ottawa region, Quebec and Atlantic Canada)
 t: 514.982.3050 toll-free: 1.800.363.7526 (from NFDL, NS, PEI, NB, PQ)
 f: 514.982.3074 e: advertisingeasternca@globeandmail.com

WESTERN CANADA: (Saskatchewan / Alberta / British Columbia / Yukon / North West Territories)
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INTERNATIONAL

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